

Parent & Student Privacy Notice

EMTA Theatre Academy Limited | info@emta.uk | emta.uk

Last updated: August 2026

How EMTA Theatre Academy Limited uses and protects personal information

Who we are

EMTA Theatre Academy Limited (company number 15271483), trading as EMTA Theatre Academy (“EMTA”, “we”, “us” or “our”), provides performing-arts education, training, examinations, productions and related activities for children and young people. We are the data controller for the personal information described in this notice.

Data protection contact: Principal / Data Protection Lead, EMTA Theatre Academy, info@emta.uk. Website: <https://emta.uk>.

What information we collect

Depending on the student, class or activity, we may collect and use:

- Student identity and enrolment information, including name, date of birth/age, class/group, start date and attendance.
- Parent/guardian and emergency-contact details, including names, email addresses and telephone numbers. Where a parent/carer chooses to use the parent-only EMTA App, we may also use the parent/carer’s App account details and identifiers needed to provide the service.
- Address and billing information needed to administer fees, invoices and payments. We do not need to retain full payment-card details where a payment provider or bank handles them.
- Training and development information, including class placement, progress notes, casting, rehearsal information, examination entries and results.
- Health, allergy, disability, access or other support information that is relevant to safety or participation. This can be special category personal data and receives additional protection.
- Safeguarding, accident, incident or welfare information where this is necessary to protect a student or another person.
- Correspondence with parents, students, teachers, examination bodies, venues and other relevant organisations, including parent messages and interactions through the EMTA App where it is used.
- Photographs, video and audio recordings from classes, rehearsals, performances and promotional activity where applicable.
- Marketing preferences and mailing-list information where someone asks to receive updates, together with App notification and communication preferences where a parent/carer uses the EMTA App.
- Website/device information where our website or service providers collect necessary cookies, security logs or optional analytics, as explained in our website cookie information. The parent-only EMTA App may also process limited device, technical, security and usage information needed to operate, secure and support the App.

Website services confirmed in our August 2026 public-site audit include the contact/enquiry form, email-list sign-up, Google reCAPTCHA on the contact page, embedded Vimeo video content, a photo gallery, and website analytics described by the site’s cookie banner. These services can involve technical information such as IP address, browser/device data, cookie identifiers and interaction data. We will identify the relevant providers and

purposes in our Website Privacy & Cookie Notice and will not use non-essential cookies or similar technologies before valid consent where PECR requires it.

Why we use personal information and our lawful bases

Purpose	Typical lawful basis under Article 6 UK GDPR	Additional condition where relevant
Enrol students, provide classes, administer fees, communicate about attendance/rehearsals and deliver the service	Contract; legitimate interests where appropriate	-
Plan classes, groups, casting, rehearsals, shows and student development	Contract and/or legitimate interests	-
Keep students safe, respond to emergencies and administer relevant health/access information	Contract, legitimate interests, vital interests and/or legal obligation depending on circumstances	Explicit consent may be used for routine health/access information; other Article 9 conditions may apply where necessary to protect someone or meet safeguarding/legal duties
Enter students for optional examinations or external opportunities	Contract and/or consent/legitimate interests depending on the arrangement	Where health/access information is shared, an appropriate Article 9 condition is also required
Take and use promotional photographs/video on our website, social media or publicity	Consent/permission for optional promotional uses	If special category information is revealed, we will assess an appropriate Article 9 condition
Keep financial and company records	Legal obligation and legitimate interests	-
Protect EMTA, our systems and our legal rights; deal with complaints or claims	Legitimate interests; legal obligation where applicable	Appropriate Article 9 condition if special category information is involved
Send optional marketing/news updates	Consent where required by PECR; legitimate interests may apply in limited existing-customer contexts where lawful	-

Where we rely on legitimate interests, we balance EMTA's need to operate safely and effectively against the rights and interests of the people concerned. Where we rely on consent, consent can be withdrawn for future use. Withdrawing consent does not make earlier lawful processing unlawful.

Children and their rights

Children have their own data protection rights. We will provide information in language that students can understand and will take account of their age, maturity and understanding. A parent or guardian may often exercise rights on behalf of a younger child, but this is not automatic in every case. Where appropriate, we may ask for the child's views or permission before disclosing their information to another person, including a parent.

Who we may share information with

We only share personal information where there is a proper reason and only the information that is reasonably necessary. Recipients may include:

- EMTA directors, teachers, coaches, assistants and administrators who need the information for their role;
- venues, production personnel or event providers where limited information is needed to run a class, rehearsal or performance;

- examination or awarding bodies, such as LAMDA or ISTD, where a student is entered for an examination or assessment;
- cloud, email, website, communications, parent-App, payment, accounting and IT providers acting for EMTA under appropriate arrangements, and website services such as Google reCAPTCHA and Vimeo where they are used;
- professional advisers, insurers, accountants or legal advisers where necessary;
- local authorities, safeguarding bodies, emergency services, regulators or law-enforcement bodies where disclosure is necessary or required by law.

We do not sell student or parent personal information.

Parent-only EMTA App

EMTA may offer parents/carers an optional parent-only App for operational information, notices, schedules and updates and for communication or interaction with EMTA. The App is not intended for children or students and EMTA will not ask a child or student to create or use an App account. Information about a child may appear within a parent's App communications where this is reasonably necessary to administer that child's classes, rehearsals, performances, fees, attendance, examinations or other participation.

Where a parent/carer uses the App, EMTA may process the parent/carer's name, contact/account details, messages and interactions, notification preferences, and limited technical or security information needed to provide and protect the service. Operational messages needed to administer an existing EMTA service are treated separately from optional promotional marketing. If EMTA uses App messaging for direct marketing, applicable marketing preferences and PECR requirements will be followed.

The App provider will be recorded in EMTA's Processor & Supplier Register once selected. EMTA will review the provider's privacy terms, security, data-processing arrangements, sub-processors, retention/deletion controls and any international transfers before or as part of implementation.

International transfers

Some technology suppliers may store or access information outside the UK. Where this happens, EMTA will check that there is a lawful transfer mechanism or other safeguard, such as UK adequacy regulations or an appropriate contractual transfer mechanism, unless a limited legal exception applies.

How long we keep information

We keep personal information only for as long as it is reasonably needed for the purpose for which it was collected, for safeguarding/insurance purposes where appropriate, or to meet legal, accounting or claims requirements. Our internal Retention & Deletion Schedule sets the working periods used by EMTA. We may keep anonymised information that can no longer identify an individual.

Your data protection rights

Depending on the circumstances and lawful basis, you may have the right to:

- ask for access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask for erasure in certain circumstances;
- ask us to restrict how information is used in certain circumstances;

- object to processing based on legitimate interests or to direct marketing;
- receive certain information in a portable format where the right applies;
- withdraw consent at any time where consent is the lawful basis.

Rights are not absolute and some exemptions may apply. To exercise a right, contact info@emta.uk. We may need to confirm identity or authority before releasing personal information.

Data protection complaints

If you are concerned about how EMTA has used personal information, please contact info@emta.uk and state that you are making a data protection complaint. We will acknowledge a data protection complaint within 30 days and will investigate and provide an outcome without unjustifiable or excessive delay.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK data protection regulator. You can find current contact and complaint information at <https://ico.org.uk>.

Changes to this notice

We may update this privacy notice when our activities, systems or legal obligations change. The current version will be available through EMTA's website or on request. Last updated: August 2026.